

**REMARKS**

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated June 15, 2009 has been received and its contents carefully reviewed.

By this amendment, claim 19 is hereby amended. And, Claims 1, 7-12, 17-18 and 20 are cancelled without prejudice or disclaimer. Reexamination and reconsideration of the pending claims is respectfully requested.

Claim 12 is objected. Since Applicants have cancelled Claim 12, this objection is now believed to be moot.

Claims 19 and 23 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui*(US 5,677,741) in view of *D'Souza et al.*(US 7,046, 255).

Claims 1 and 7-10 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui*(US 5,677,741) in view of *kimura et al.*(US 6,008,786).

Claims 11 and 20 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui*(US 5,677,741) in view of *kimura et al.*(US 6,008,786) and further in view of *D'Souza et al.*(US 7,046, 255).

Claims 12 and 17-18 are rejected under 35 U.S.C. § 103(a) as being unpatentable over *Yui*(US 5,677,741) in view of *Beretta*(US 5,416,890) and further in view of *kimura et al.*(US 6,008,786).

The rejection of Claim 19 under 35 U.S.C. § 103(a) as being unpatentable over *Yui*(US 5,677,741) in view of *D'Souza et al.* is respectfully traverse and consideration is requested.

Independent Claim 19 is allowable in that Claim 19 recites combination of elements including, for example, "detecting a reference gray scale level of a B color to begin reducing a color reproducibility in the LCD device by measuring the B color displayed on a liquid crystal

panel of the LCD device while the gray scale level of the B color is increased” and “storing a gray scale value of a gray scale level of the B color being present right before the reference gray scale level in a lookup table from the reference gray scale level to a maximum gray scale level”. The cited references do not teach or suggest at least these features of the claimed invention.

Accordingly, applicants request withdrawal of the rejection of Claim 19.

Claim 23 is allowable at least by virtue of the fact that depends on Claim 19, which is allowable.

Applicants believe the foregoing amendments and remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911.

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Respectfully submitted,

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